R E P O R T R E S U M E S

ED 017 651 VT 001 327

SELECTED INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION.

BY- LEVENDOWSKI, J.C.
CALIFORNIA STATE DEPT. OF EDUCATION, SACRAMENTO
COUNCIL FOR DISTRIBUTIVE TEACHER EDUC.

REPORT NUMBER CDTE-PROFESSIONAL-BULL-7 PUB DATE JAN 66
EDRS PRICE MF-$0.25 HC-$1.64 39P.

DESCRIPTORS- #DISTRIBUTIVE EDUCATION, #BIBLIOGRAPHIES,
#INSTRUCTIONAL MATERIALS,

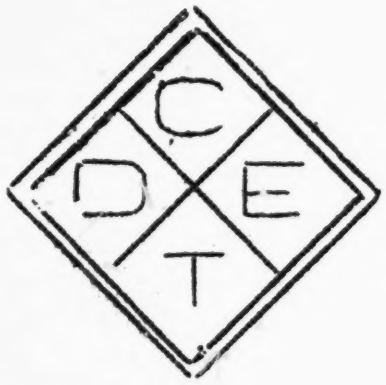
CITATIONS SUPPLEMENTING BULLETIN NO. 5, "DISTRIBUTIVE EDUCATION LIBRARY LIST," (ED 012 778) WERE SELECTED FOR DISTRIBUTIVE TEACHER EDUCATORS, ADULT INSTRUCTORS AND TEACHER COORDINATORS. THE PUBLICATIONS ARE FREE OR INEXPENSIVE BROCHURES, BULLETINS, PAMPHLETS AND PAPERBACK BOOKS, LISTED BY TOPICS--(1) "ADVERTISING AND DISPLAY," (2) "DISTRIBUTIVE OCCUPATIONS AND SKILLS," (3) "ECONOMICS," (4) "GUIDANCE," (5) "MANAGEMENT," (6) "MARKETING," (7) "MERCHANDISING," (8) "PROGRAM DEVELOPMENT," (9) "SALESMANSHIP," AND (10) "SUPERVISION AND HUMAN RELATIONS." (SL)

ED017651

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

1327

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.



COUNCIL FOR DISTRIBUTIVE TEACHER EDUCATION

PROFESSIONAL BULLETIN SERIES

NUMBER 7

Selected Instructional Materials for Distributive Education

J. C. Levendowski
Researcher and Teacher Educator
Bureau of Business Education
California State Department of Education

This bulletin was produced and distributed by:

Bureau of Business Education
California State Department of Education
Sacramento
1966

VT001327

FOREWORD

The Council for Distributive Teacher Education was organized in 1961. Membership in the organization consists of teacher educators and other distributive education personnel with an interest in advancing distributive teacher education. The primary interests of the Council are research and publication.

These selected instructional materials were compiled with the hope that they will be valuable to distributive teacher educators, adult instructors, and teacher coordinators. The publications listed are mainly free or inexpensive brochures, bulletins, pamphlets, and paperback books. The purpose of the list is to supplement Bulletin No. 5, Distributive Education Library List, a compilation of text materials for distributive teacher education which was published by CDTE in 1964.

This report was compiled by J. C. Levendowski, Researcher and Teacher Educator, Department of Education, State of California. It was edited by the charter president of CDTE and published through the courtesy of the Bureau of Business Education, California State Department of Education. Requests for copies should be addressed to the author.

Reno S. Knouse
Charter President, CDTE
State Teacher Educator for Distributive Education
School of Business
State University of New York at Albany

January, 1966

TABLE OF CONTENTS

	Page
Introduction	1
Advertising and Display	2
Distributive Occupations Skills	4
Economics	6
Guidance	15
Management	17
Marketing	24
Merchandising	26
Program Development	29
Salesmanship	30
Supervision and Human Relations	32
Names and Addresses of Publishers	33

INTRODUCTION

Distributive education teachers have recognized the increasing value of using free and inexpensive instructional materials to supplement basic textbook materials in their teaching.

The purpose of this bibliography is to list the instructional materials that distributive education teachers may secure and evaluate for possible use in the instructional program. A number of the materials listed should prove particularly valuable to distributive education teachers in curriculum development.

The assistance of staff members of the Bureau of Business Education and Carol Stafford, secretary, for her work in preparing the final copy, is deeply appreciated. The author is also very grateful for the cooperation of the publishers, business firms, and governmental agencies who made their materials available for review.

Type of Pub.*	Publisher	Author	Title
			Major Subject Classification ADVERTISING AND DISPLAY
P	2		Questions and Answers About Advertising. 5 pp. Free.
P	2	Simon, Morton J.	The Advertising Truth Book, 1960. 26 pp. $1.00.
P	7		Display for Profit. 12 pp. Free.
P	13	Andersen, John R.	Low-Cost Store Front Modernization, 1958. 40 pp. $1.00.
P	13	Zimmerly, Isabelle M.	Newspaper Advertising for the Small Retailer, 1960. 55 pp. $.50.
P	24		The ADman's Vocabulary. 6 pp. Free.
PB	35	Collins, Kenneth	Successful Store Advertising, 1959. 46 pp. $1.75.
B	41		"Guides for Advertising Allowances and Other Merchandising Payments and Services; Compliance With Sections 2(d) and 2(e) of the Clayton Act, as Amended by the Robinson-Patman Act," adopted May 19, 1960. 10 pp. Free.
B	41		"Guides Against Bait Advertising," adopted November 24, 1959. 3 pp. Free.
B	41		News Summary (weekly). Free.
P	63		Advertise . . . To Promote Your Business to Sell Your Goods, 1958. 28 pp. Free.
P	63		Display Selling, 1959. 24 pp. Free.
P	63		Making Your Windows Work For You, 1959. 20 pp. Free.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification
			ADVERTISING AND DISPLAY
B	80		"Advertising For Profit and Prestige," Small Marketers Aids, No. 56. Prepared by D. Peter Bowles, June, 1960. 4 pp. Free.
B	80		"Checklist for Successful Retail Advertising," Small Marketers Aids, No. 96. Prepared by Charles T. Lipscomb, Jr., October, 1963. 4 pp. Free.
B	80		"Color Can Stimulate Sales," Small Marketers Aids, No. 85. Prepared by Ernest Dichter, November, 1962. 4 pp. Free.
B	80		"Interior Display: A Way to Increase Sales," Small Marketers Aids, No. 111. Prepared by Gabriel M. Valenti, February, 1965. 4 pp. Free.
B	80		"Making the Most of Your Show Windows," Small Marketers Aids, No. 63. Prepared by Josef A. Head, N. M. Cartmell and Associates, March, 1961. 4 pp. Free.
B	80		"Sales Promotion Pointers for Small Retailers," Small Marketers Aids, No. 60. Prepared by Bernard W. Smith, December, 1960. 4 pp. Free.
TG	87		"Effective Advertising," Administrative Management Course Program, 1965. Pp. iii and 65. $1.25.
P	94	Belding, Don	5 Talks on Advertising, 1960. 63 pp. $2.00.
PB	97	Oxenfeldt, Alfred R., and Carroll Swan	Management of the Advertising Function, 1964. Pp. viii and 88. $1.95.

Type of Pub.*	Publisher	Author	Title
			Major Subject Classification DISTRIBUTIVE OCCUPATIONS SKILLS
P	22		Check Protection Course. $1.00.
P	48	Vogt, David J., M. E. Newton, and Duke Newton	Profitable Check Cashing and Collection Procedures. 15 pp. $1.00.
P	56		PHONE POWER. (Series of 7) Free. How to Answer Letters. 4 pp. How to Promote Your Call Collect Program. 4 pp. How to Keep Your Customers Buying From You. 4 pp. How to Revive Inactive Accounts. 4 pp. How to Screen Mail Inquiries. 4 pp. How to Make Appointments. 4 pp. How to Collect Overdue Accounts. 4 pp.
B	56		Relax . . . . When You Write a Letter. 14 pp. Free.
P	56		6 Tips for Friendly and Effective Telephoning. Free.
P	56		Win More Friends by Telephone, 1961. 19 pp. Free.
P	56		You and Your Telephone. Free.
P	63		The Modern Outlook. 35 pp. Free.
P	63		Tips on Making Change. 14 pp. Free.
P	74		How to Spell It, 1963. 19 pp. Free.
TG	85		Basic Instruction for Personal Employability, Pp. iii and 47. Free.
P	87		Know Your Money, 1960. 29 pp. $.20.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification
			DISTRIBUTIVE OCCUPATIONS SKILLS
TG	93		Instructor's Manual for Show Card Writing. $.25.
TG	93		Show Card Work Book. $.35.

Type of Pub. *	Publisher	Author	Title
		Major Subject Classification: ECONOMICS	
P	1	Ketchum, Alton	The Miracle of America, Sixth Edition. 19 pp. Free.
P	3		The Case for the Union Shop. 31 pp. Free.
P	3		Labor Looks at Automation, 1959. 27 pp. Free.
P	3		Why Unions?, 1962. 14 pp. Free.
P	5		Labor Arbitration Procedures and Techniques. 23 pp. Free.
P	5		You Be the Arbitrator!, 1963. 10 pp. Free.
P	6		Banking From the Stone Age - To the Atomic Age, 1962. 20 pp. Free.
P	6	Cooley, John L.	How Banks Help, 1962. 49 pp. Free.
P	6		The Story of American Banking, 1963. 71 pp. $.30.
P	6		Using Bank Services, 1961. 40 pp. Free.
P	7	Fleming, Harold	The American Achievement, 1961. 35 pp. Free.
P	8		How We Organize To Do Business in America. Prepared by Frank C. Cyr. 34 pp. $.25.
P	23		"The Ethics of Capitalism," 1961, The American Competitive Enterprise Economy, No. XVII. 26 pp. $.50.
P	23		Free Markets and Free Men, 1953. Pp. iii and 26. $.50.
P	23		The Goals of Economic Policy, 1961. 35 pp. $.50.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification ECONOMICS
P	23		Inflation, Unions and Wage Policy, 1960. 44 pp. $1.00.
P	23		"The National Income and its Distribution," 1963, The American Competitive Enterprise Economy, No. IV. 26 pp. $.50.
P	23		"Prices, Profits and Wages," 1961, The American Competitive Enterprise, No. VIII. 31 pp. $.50.
P	23		Productivity and Wage Settlements, 1961. 14 pp. $.50.
P	23		Profits - Something for Everyone, 1957. 35 pp. $.50.
P	23		Promise of Economic Growth - Prospects, Costs, Conditions, 1960. 55 pp. $1.00.
P	23		"Understanding the Economic System and Its Functions," 1960, The American Competitive Enterprise Economy, No. XI. 27 pp. $.50.
P	34		Automation and Employment, 1964. 32 pp. Free.
P	34		The Profit Motive. 32 pp. Free.
P	34		The Story of Competition in the American Market, 1959. 32 pp. Free.
P	34		The Story of Creative Capital. 32 pp. Free.
P	34		The Story of Man and His Work, 1959. 32 pp. Free.
P	34		The Story of Prices, 1960. 32 pp. Free.
P	34		The Story of Taxes, 1957. 32 pp. Free.
P	34		The Story of World Trade, 1960. 32 pp. Free.

Type of Pub. *	Publisher	Author	Title
		Major Subject Classification	ECONOMICS
PB	36		The Federal Reserve System: Purposes and Functions, 4th Edition, 1961. Pp. xvi and 238. Free.
P	36		Money: Master or Servant?, 2nd Edition, 1960. 47 pp. Free.
PB	36		Readings on Money, 2nd Edition, 1957. 58 pp. Free.
P	36		The Search for Certainty in an Uncertain World, 1962. 72 pp. Free.
P	36		Your Money and the Federal Reserve System. 20 pp. Free.
P	37		Modern Money Mechanics, 1961. 3¼ pp. Free.
P	38		Coins and Currency. 15 pp. Free.
P	38		Keeping Your Money Healthy, 1960. 16 pp. Free.
P	38		Money and Economic Balance, 1962. 28 pp. Free.
P	38		The Story of Checks, 2nd Edition, 1962. 20 pp. Free.
B	39		SERIES FOR ECONOMIC EDUCATION. Free. Automation. 9 pp. 1964. The Balance of Payments. 13 pp. Gold! 9 pp. 1963. The Mystery of Economic Growth. 9 pp. 1962. The New Poverty. 10 pp. 1964. The Price System. 9 pp. 1962. Tax Cut: Price of Prosperity? 9 pp. 1963. Unemployment in Prosperity Why? 8 pp.
P	40		An Introduction to the History of Coinage and Currency in the United States, 1960. 32 pp. Free.

Type of Pub. *	Publisher	Author	Title
		Major Subject Classification	
		ECONOMICS	
P	40		Your Money Supply. 23 pp. Free.
P	42		The Evolution of Mass Production, 1956. 52 pp. Free.
B	42		1963 Business Trends and Progress. Free.
P	43		Unions and Union Leaders of Their Own Choosing, 1957. 24 pp. Free.
P	44	Kettering, Charles F., and Allen Orth	American Battle for Abundance, 1955. 103 pp. Free.
P	50	Mors, Wallace P.	"Consumer Credit Facts For You," 1959, Bureau of Business Research Educational Pamphlet No. 1. 32 pp. Free.
PB	54	Hacker, Louis M.	American Capitalism Its Promise and Accomplishment, 1957. 192 pp. $1.25.
PB	54	Rogers, Jack	Automation, 1958. Pp. viii and 94. $.50.
PB	54	Cochran, Thomas C.	Basic History of American Business, 1959. 192 pp. $1.25.
PB	54	Allen, Frederick Lewis	The Big Change - America Transforms Itself 1900-1950, 1952. Pp. ix and 271. $.50.
P	54	Korey, Edward L.	Business and the American Way, 1952. 33 pp. $.65.
P	54		Capital Key to Progress, 1952. 34 pp. $.50.
P	54		Competitive Prices in Action, 1958. 30 pp. $.50.
P	54		Economic Security for Americans, 1961. 51 pp. $.65.
PB	54	Oxenfeldt, Alfred R.	Economic Systems in Action, 1960. Pp. xiv and 207. $2.75.

Type of Pub. *	Publisher	Author	Title
		Major Subject Classification	
		ECONOMICS	
P	54	Bloom, Clark C.	How the American Economy Is Organized, 1961. Pp. i and 34. $1.00.
P	54		How a Corporation Works, 1960. 15 pp. $.25.
P	54		How Everybody Makes a Living, 1959. 11 pp. $.25.
P	54		How to Raise Real Wages, 1961. 31 pp. $.50.
P	54	Wagner, Lewis E.	Income, Employment and Prices, 1960. 38 pp. $1.00.
P	54	Daugherty, Carroll R.	Inflation: Its Causes and Effects. 7 pp. Free.
PB	54	Calderwood, James D.	International Economic Problems, 1961. 71 pp. $1.00.
PB	54	Starr, Mark	Labor and the American Way, 1961. 92 pp. $.65.
P	54	Wagner, Lewis E.	Measuring the Performance of the Economy, 1961. Pp. i and 39. $1.00.
P	54	Wagner, Lewis E.	Methods of Organizing Economic Activity in the United States and the Soviet Union, 1961. 8 pp. Free.
P	54	Weiler, E. T.	Personal Distribution, 1961. 14 pp. Free.
PB	54	Steiner, Peter O., and William Goldner	Productivity, 1952. Pp. vii and 60. $.50.
P	54	Backman, Jules	What Productivity Means to Each of Us, 1961. 15 pp. Free.
P	54		Profits at Work, 1961. 26 pp. $.50.
PB	54	Campbell, Robert W.	Soviet Economic Power, 1960. Pp. x and 209. $1.95.
P	54	Wagner, Lewis E.	What Are Economic Problems?, 1961. Pp. i and 19. $.50.

Type of Pub.	Publisher	Major Subject Classification ECONOMICS	
PB	54	Heilbroner, Robert L.	The Worldly Philosophers, 1961. 309 pp. $1.50.
P	55		A Primer on Profits, 29 pp. Free.
PB	58	Leamer, Laurence E., and Dorothy L. Thomson	American Capitalism, An Introduction, Revised Edition, 1961. Pp. xi and 116. $1.00.
PB	58	de Rycke, Laurence	Beginning Readings in Economics, 1961. 367 pp. $2.80.
PB	58	de Rycke, Laurence, and Alvin H. Thompson	Business Enterprise in the American Economy, 1961. 110 pp. $1.00.
PM	58	Attiyeh, Richard E.	"Capitalism, Communism, and Socialism," 1963. The American Economics Series, Book 7. 292 pp, 280 frames. $2.40.
PB	58	Lee, Baldwin	Capitalism and Other Economic Systems, 1959. Pp. v and 122. $1.00.
PM	58	Weiner, Samuel	"The Federal Reserve System and Its Effect on Money and Banking," 1963. The American Economics Series, Book 4. Pp. vii and 264, 264 frames. $2.40.
PM	58	Lumsden, Keith G.	"The Free Enterprise System," 1963. The American Economics Series, Book 1. Pp. ix and 274, 823 frames. $2.40.
PM	58	Lumsden, Keith G.	"The Gross National Product," 1964. The American Economics Series, Book 2. Pp. viii and 344, 689 frames. $2.40.
PB	58	Welfling, Weldon	Money & Banking in the American Economy, 1960. 104 pp. $1.00.
PM	58	Attiyeh, Richard E.	"Problems of Economic Stability and Growth," 1964. The American Economics Series, Book 3. 314 pp, 564 frames. $2.40.
P	60		What Everybody Ought to Know About This Stock and Bond Business, 1960. 20 pp. Free.

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification ECONOMICS
P	62		INDUSTRY AND THE AMERICAN ECONOMY SERIES. National Association of Manufacturers. Price not available. Capital and Economic Growth, 1962. 14 pp. A Comparison of Three Economic Systems, 1962. 22 pp. The Growth of American Industry, 1959. 38 pp. Industrial Research and Development, 1962. 14 pp. Industry - Organization and Employees, 1961. 14 pp. Industry's Profits, 1959. 10 pp. Our Native Land, 1961. 30 pp. Productivity and Production in Industry, 1961. 14 pp. The Role of Competition, 1961. 14 pp. The Role of Marketing, 1961. 14 pp. Wages and Prices in an Industrial Economy, 1961. 10 pp.
P	62		Monopoly Power as Exercises by Labor Unions. 31 pp. Free.
P	62		Wages ...Prices...Profits...and Inflation!, 1957. $.25.
P	63		Bank Terminology, 1962. 45 pp. Free.
P	63		4000 Years of Banking. 21 pp. Free.
P	68	Taft, Philip	Corruption and Racketeering in the Labor Movement, 1958. 58 pp. $.30.
P	68	Doherty, Robert E.	Industrial and Labor Relations Terms, 1962. 32 pp. $.15.
P	68	Cullen, Donald E.	Minimum Wage Laws, 1961. Pp. v and 58. $.50.
	69		"Portfolio of Teaching Aids," Prepared by the New York Stock Exchange. (To accompany the eleven-unit series "You and the Investment World"). Free.

Type of Pub. *	Publisher	Author	Title
		Major Subject Classification	
		ECONOMICS	
P	73	Heilbroner, Robert L.	This Growing World, 1961. 20 pp. $.25.
P	73	Barbash, Jack	The Labor Movement in the United States, 1958. 28 pp. $.25.
P	73	Stewart, Maxwell S.	The Taxes We Pay, 1959. 27 pp. $.25.
PB	78	Senesh, Lawrence, and Barbara W. Newell	Our Labor Force, 1961. 84 pp. $1.00.
PB	78	Daugherty, Marion	Understanding Economic Growth, 1961. 119 pp. $1.00.
PB	78	Calderwood, James D., and Hazel J. Jones	World Trade, 1961. 68 pp. $.90.
B	80		"Arbitration and the Small Businessman," Management Aids for Small Manufacturers, No. 106. Prepared by S. Whitney Landon, August, 1959. 4 pp. Free.
B	80		"Small Business and Pattern Bargaining," Management Research Summary. Prepared by Walter H. Carpenter, Jr. and Edward Handler, June, 1961. 4 pp. Free.
PB	82	Hailstones, Thomas J.	Readings in Economics, 1963. Pp. viii and 512. $5.00.
P	86		Important Events in American Labor History... A Chronology 1778-1959. 50 pp. Free.
P	87		Brief History of the American Labor Movement, 1957. Pp. vi and 85. $.35.
PB	87		Antitrust Laws With Amendments 1890-1964, 1964. Compiled by Gilman G. Udell. Pp. vi and 129. $.40.
P	87		How American Buying Habits Change, 1959. 235 pp. $1.00.
P	87		Money Facts, 1964. Pp. v and 35. $.15.

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification ECONOMICS
P	87		A Primer on Money, 1964. Pp. vii and 144. $.40.
P	87		Do You Know Your Economic ABC's? 40 pp. $.20.
P	87		U. S. Balance of Payments, 1964. 44 pp. $.25.
P	88		Collective Bargaining or Monopoly. 90 pp. Free.
PB	96	Traywick, Leland E.	Business Ups and Downs, 1961. 83 pp. $.96.
PB	96	Lovenstein, Meno	Capitalism, Communism, Socialism, 1962. 150 pp. $.96.

Type of Pub.*	Publisher	Author	Major Subject Classification: GUIDANCE — Title
P	29		Opportunities in Selling, 1963. 23 pp. $.25.
P	44		Can I Get the Job. Single copies Free.
P	44		Key to Careers in the Retail Automotive Business. 36 pp. Free.
P	44		Professional Profile of an Automobile Salesman, 1961. 30 pp. Free.
P	45		Getting The Right Job, 1962. Free.
P	46		...and That's No Bull! 12 pp. Free.
P	46		High School Recruiting, 1960. 20 pp. Free.
P	59		Wholesaling as a Career? Free.
P	62		Your Opportunities in Distribution, 1955. 30 pp. Free.
P	65		A Career for You in Sales and Marketing Management. 22 pp. Free.
P	66	Anderson, Kenneth L.	What's Selling? 32 pp. Free.
P	67	Whitney, Robert A.	Should You Be A Salesman?, 1959. 11 pp. Free.
P	67	Lazarus, Fred Jr.	Should You Go Into Retailing?, 1960. 11 pp. Free.
P	71		You and Your First Job, 1963. $.15.
P	75	Kirkpatrick, C. A.	Selling as a Career. Free.
P	76	Mullin, Stanley H.	What You Should Know About Sales Careers, 1964. 20 pp. $.25.
P	76		Your Opportunities in Sales and Marketing. Free.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

Type of Pub. *	Publisher	Author	Title
		Major Subject Classification	
		GUIDANCE	
P	77	Gilles, Lambert L.	Charting Your Job Future, 1957. 72 pp. $1.90.
P	77		Jobs in Selling, 1965. 46 pp. $1.25.
P	87		Careers in Business Management, 1960. 20 pp. $.20.
P	87		Choosing Your Occupation, 1962. 16 pp. $.15.
P	87		How to Get and Hold the Right Job..., 1962. 18 pp. $.10.

Type of Pub.*	Publisher	Author	Title
		Major Subject Classification	
		MANAGEMENT	
P	13	Hill, Richard M.	Setting Sales Objectives for Small Business, 60 pp. $1.25.
P	14	Morgan, Howard E.	The Motel Industry in the United States: Small Business in Transition, 1964. Pp. xxii and 218. $1.50.
P	15	Fritzemeyer, Joe R., and William L. Haeberle	"Control for Profit in Retail Automobile Dealership," Small Business Management Research Report, March, 1961. 70 pp. $1.50.
P	15	Klasson, Charles R., and Edgar G. Williams	"Management and Financial Controls for Appliance Dealers," Small Business Management Research Report, 1961. 95 pp. $2.50.
P	15	Hay, Leon E., and Alfred Schmidt	"Management and Financial Controls for Men's Clothing Stores," Small Business Management Research Report, March, 1961. 70 pp. $1.50.
P	15	Yoder, Wallace O., and C. E. Vincent	"Management and Financial Controls for Retail Hardware Stores," Small Business Management Research Report, 1961. 65 pp. $2.00.
P	16	Lipson, Harry A.	"Selected Cases of Alabama Small Retail Stores," Small Business Management Research Report, 1963. Pp. iii and 52. $1.00.
P	16	Lipson, Harry A.	"Ten Alabama Small Retail Cases," Small Business Management Research Report, 1961. Pp. iii and 63. $1.00.
P	17	Kline, John B.	"Case Problems of Small Business in the Rocky Mountain West," Small Business Management Research Report, 1961. Pp. v and 202. $2.50.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

Type of Pub. *	Publisher	Author	Title
		Major Subject Classification	
		MANAGEMENT	
P	19	Young, Elmer R.	"Introduction to Merchandise Management Accounting for Small Retail Outlets," Small Business Management Research Report, 1964. 64 pp. $1.50.
P	21	Rotch, William	"Management of Small Enterprises, Cases and Readings," Small Business Management Research Report, 1964. 321 pp. $3.00.
P	23		Small Business: Its Role and Its Problems, 1962. 42 pp. $.50.
P	25	Erwin, Robert D.	"Merchandise Management Accounting - A Guide to Item Profitability for Small and Medium Retail Stores," Small Business Management Research Report, 1964. 128 pp. $2.50.
P	28		Consumers Look at Fair Trade, 1955. 38 pp. $.50.
P	28	Joskow, Jules, and Irwin M. Stelzer	The Consumer and Antitrust, 1957. 31 pp. $.50.
P	32	Childress, Russell L.	"Trends and Prospects for Affiliated Food Retailers," Small Business Management Research Report, 1962. Pp. viii and 164. $2.00.
P	33		The Failure Record Through 1963. 14 pp. $1.00.
P	33		Getting Ahead in Small Business, 1954. 32 pp. Free.
P	33		How to Build Profits by Controlling Costs, 1959. 47 pp. $1.00.
P	33		How to Control Accounts Receivable for Greater Profits, 1959. 35 pp. $1.00.
P	33		How Does Your Business Compare With Others in Your Line? 23 pp. Free.

Type of Pub.*	Publisher	Author	Title
			Major Subject Classification MANAGEMENT
P	33		How to Use Your Dun & Bradstreet Service Most Effectively. 44 pp. Free.
P	33		The Mercantile Agency, 1959. 65 pp. Free.
P	33		Opportunities for Growth in Small Business, 1958. 31 pp. Free.
P	33		The Pitfalls in Managing a Small Business, 1956. 22 pp. Free.
P	33		Profitable Management for Main Street, 1959. 48 pp. $1.00.
P	34		The Story of Management, 1961. 32 pp. Free.
P	48	Vogt, David J., M. E. Newton, Duke Newton	Profitable Check Cashing and Collection Procedures. 15 pp. $1.00.
P	51	Preston, Lee E.	"Profits, Competition and Rules of Thumb in Retail Food Pricing," Small Business Management Research Report, 1963. 71 pp. $2.50.
B	52		The Good Things of Life. Free.
P	52	Womack, S. H.	Human Relations Fundamentals for Retail Credit Employees. Pp. v and 63. $2.50.
P	52	Phelps, Clyde Williams	Important Steps in Retail Credit Operation. 72 pp. $1.00.
P	52	Bandy, William R.	Legal Aspects of Consumer Credits and Collections. 62 pp. $2.50.
P	52		Making Credit Profitable. 43 pp. $.75.
P	52		Retail Collection Procedure and Effective Collection Letters. 71 pp. $2.00.
P	52		Retail Credit Sales Procedures and Letters. 72 pp. $2.00.

Type of Pub. *	Publisher	Author	Title
		Major Subject Classification MANAGEMENT	
PB	55	Hailes, Wm. D. Jr., and Raymond T. Hubbard	Small Business Management. Pp. iv and 329. $3.96. 1965.
PB	58	Koontz, Harold, and Cyril O'Donnell	Management: A Book of Readings, 1964. 563 pp. $7.50.
PB	58	Dale, Ernest	Readings in Management: Landmarks and New Frontiers, 1965. Pp. xv and 516. $5.50.
P	60		How to Read a Financial Report, 1959. 28 pp. Free.
P	63		Credits and Collections, 1960. 35 pp. Free.
P	63		Electronic Data Processing, A Management Report by NCR. Free.
P	63		Expenses in Retail Businesses. 46 pp. Free.
P	63		Profiting by Adequate Business Records, 1961. 36 pp. Free.
P	69		How to Understand Financial Statements. 33 pp. Free.
B	80		"The ABC's of Borrowing," Management Aids for Small Manufacturers, No. 170. Prepared by Eugene P. Foley, February, 1965. 8 pp. Free.
B	80		"Break-Even Point Studies for Small Marketers," Small Marketers Aids, No. 50. Prepared by Samuel Berke, November, 1959. 4 pp. Free.
B	80		"Building Strong Relations With Your Bank," Small Marketers Aids, No. 107. Prepared by James A. Cashin, December, 1964. 4 pp. Free.
B	80		"Business Ethics and Small Marketers," Small Marketers Aids, No. 44. Prepared by Wayne A. R. Leys, May, 1959. 4 pp. Free.

Type of Pub.*	Publisher	Author	Title
		Major Subject Classification	
		MANAGEMENT	
B	80		"Checklist for Going Into Business," Small Marketers Aids, No. 71. September, 1961. 4 pp. Free.
B	80		"Choosing the Legal Structure for Your Firm," Management Aids for Small Manufacturers, No. 80. Prepared by Edward L. Anthony and A. Barr Comstock, February, 1957. 4 pp. Free.
B	80		"Collecting Past Due Accounts Without Losing Customers," Management Aids for Small Manufacturers, No. 168. Prepared by J. W. Eller, November, 1964. 4 pp. Free.
B	80		"Controlling Your Business Future," Small Marketers Aids, No. 48. Prepared by F. L. Fletcher, September, 1959. 4 pp. Free.
B	80		"Controlling Cash in Small Retail and Service Firms," Small Marketers Aids, No. 110. Prepared by D. S. Campbell, February, 1965. 4 pp. Free.
B	80		"Correcting the Causes of Marketing Waste," Small Marketers Aids, No. 90. Prepared by R. M. Hill, April, 1963. 4 pp. Free.
B	80		"Electronic Recordkeeping for Small Marketers," Small Marketers Aids, No. 84. Prepared by James M. Adams, Jr., October, 1962. 4 pp. Free.
B	80		"Finding and Hiring the Right Employee," Small Marketers Aids, No. 106. Prepared by Rudolph Raphelson, September, 1964. 4 pp. Free.
B	80		"Growth: Implications for Small Marketers," Small Marketers Aids, No. 86. Prepared by Albert Christopher, December, 1962. 4 pp. Free.

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification MANAGEMENT
B	80		"Is Your Cash Supply Adequate?," Management Aids for Small Manufacturers, No. 174. Prepared by Jack H. Feller, Jr., April, 1965. 4 pp. Free.
B	80		"Keeping Score With Effective Records," Small Marketers Aids, No. 94. Prepared by William L. Raby, August, 1963. 4 pp. Free.
B	80		"Management Planning for Sound Growth," Management Aids for Small Manufacturers, No. 122. Prepared by Bruce E. DeSpelder, February, 1961. 4 pp. Free.
B	80		"Pointers for Developing Your Top Assistant," Small Marketers Aids, No. 101. Prepared by Med Serif, April, 1964. 4 pp. Free.
B	80		"Preventing Accidents in Small Stores, " Small Marketers Aids, No. 104. Prepared by S. J. (Bob) Curtis, July, 1964. 4 pp. Free.
B	80		"A Pricing Checklist for Managers," Small Marketers Aids, No. 105. Prepared by Joseph D. O'Brien, August, 1964. 4 pp. Free.
B	80		"Trade Regulation and Small Business," Small Marketers Aids, No. 67. June, 1961. 4 pp. Free.
TG	87		"Financing . . . Short and Long Term Needs," Administrative Management Course Program, Topic 5, 1965. Pp. iii and 74. $1.25.
PB	87	Mayer, Kurt B., and Sidney Goldstein	The First Two Years: Problems of Small Firm Growth and Survival, 1961. Pp. x and 233. $1.00.
TG	87		"Personnel Management - Developing Good Employees," Administrative Management Course Program, Topic 6, 1965. Pp. iii and 87. $1.25.

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification MANAGEMENT
TG	87		"Records and Credit in Profitable Management," Administrative Management Course Program, Topic 2, 1964. Pp. iii and 66. $1.25.
B	87		Small Business Problems in Urban Areas, 1965. 167 pp. $.50.
B	87		Small Marketers Aids, Annual No. 1. Edited by Harry David, 1959. 87 pp. $.45.
B	87		Small Marketers Aids, Annual No. 2. Edited by Robert A. Litzberg, 1960. 79 pp. $.40.
B	87		Small Marketers Aids, Annual No. 3. Edited by Robert A. Litzberg, 1961. 63 pp. $.40.
P	87	Metcalf, Wendell O.	Starting and Managing a Small . . . Business of Your Own, 1958. Pp. v and 49. $.40.
TG	87		"Success and Failure Factors in Small Business," Administrative Management Course Program, Topic 1, 1964. Ip. iii and 77. $1.25.
TG	87	Sangston, H. Earl	Suggested Management Guides, 1962. 308 pp. $1.75.
P	89	Bell, Robert W.	"Business Budgeting for Small Department Stores," Small Business Management Research Report, 1963. $2.00.
P	91	Nybroten, Norman	Credit Practices of Retailers and Financers of Furniture and Home Appliances in Two Northwest Cities, 1963. 101 pp. $3.00.
P	92	Haynes, W. Warren	"Pricing Decisions in Small Business," Small Business Management Research Report, 1962. 152 pp. $3.00.
PB	98	Coppola, Andrew J., and Harry Katz	The Law of Business Contracts, 1963. Pp. viii and 179. $3.50.

Type of Pub.	Publisher	Author	Title
		Major Subject Classification MARKETING	
PB	4	Lockley, Lawrence C., and Charles J. Dirksen	Cases in Marketing, 1964. Pp. xiii and 318. $4.95.
PB	10	Andersen, R. Clifton, and Philip R. Cateora	Marketing Insights, 1963. Pp. xii and 395. $3.95.
PB	26		The European Common Market & Its Meaning to the United States. 152 pp. $2.00.
P	27		ABC's of Foreign Trade, 1961. 33 pp. Free.
P	27		Foreign Trade, So What? Free.
PB	49	Edited by: Barksdale, H. C.	Marketing: Change and Exchange, 1964. Pp. vii and 322. $3.50.
PB	49	Edited by: Barksdale, H. C.	Marketing in Progress - Patterns and Potentials, 1964. Pp. xi and 740. $6.25.
P	54		America and the World Economy, 1954. 34 pp. $.50.
PB	57	Shaw, Steven J., and C. McFerron Gittinger	Marketing in Business Management, 1963. Pp. viii and 472. $4.95.
PB	57	Westing, J. Howard, and Gerald Albaum	Modern Marketing Thought, 1964. 430 pp. $3.95.
PB	58	Howard, Marshall C.	Legal Aspects of Marketing, 1964. Pp. xi and 173. $2.75.
P	61		Marketing in Our Economy. Developed and produced by Paul S. Amidon & Associates, Inc. 23 pp. $.25.
P	62.		The Role of Marketing, 1961. 14 pp. Free.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification MARKETING
F	70		20 Steps to Successful Test Marketing. 23 pp. Free.
B	72		Problems in Marketing, Series 1-19, 1956-1964. Free.
P	79	Kircher, Donald P.	American Foreign Trade Policy, 1962. Free.
B	80		"Checking Your Marketing Channels," Management Aids for Small Manufacturers, No. 120. Prepared by Dr. Richard M. Clewett, January, 1961. 4 pp. Free.
B	80		"Key Marketing Words -- What They Mean," Management Aids for Small Manufacturers, No. 127. Prepared by Ralph S. Alexander, August, 1961. 4 pp. Free.
B	80		"Selecting Marketing Research Services," Management Aids for Small Manufacturers, No. 117. Prepared by William C. Gordon, Jr., July, 1960. 4 pp. Free.
TG	84		Marketing Research. Training Manual No. 117. Pp. vii and 77. Free.
PB	90	Griffin, Harold E.,Jr.	Economic Considerations for Small Operators, 1963. 137 pp. $2.50.
PB	93	Lewis, Edwin H., and Robert S. Hancock	The Franchise System of Distribution, 1963. 95 pp. $2.50.
P	93	Holloway, Robert J.	Marketing Research and Market Planning for the Small Manufacturer, 1961. 51 pp. $1.50.
PB	97	Edited by: Shultz, William J., and Edward M. Mazze	Marketing in Action: Readings, 1963. Pp. xiii and 486. $4.25.
PB	98	Holloway, Robert J., and Robert S. Hancock	The Environment of Marketing Behavior, 1964. Pp. ix and 352. $4.95.

Type of Pub. *	Publisher	Author	Title
		Major Subject Classification	
		MERCHANDISING	
	11		Business Simulations 1 & 2, 1965. $7.50.
P	12	Schreiber, G. R.	A Concise History of Vending in the U.S.A., 1961. 46 pp. $.75.
P	18	Mertes, John E.,	Creative Site Evaluation for the Small Retailer, 1962. Pp. iii and 236. $3.00.
P	28	Lee, Stewart M.	Consumers Look at Discount Houses, 1958. Pp. iv and 32. $.50.
P	28	Warne, Clinton L.	The Consumer Looks at Deceptive Packaging, 1961. 34 pp. Free.
PB	35	Gold, Ed	The Dynamics of Retailing, 1963. Pp. x and 95. $4.72.
PB	35		The Retail Revolution, 1962. 105 pp. $1.50.
PB	35	Feinberg, Samuel	What Makes Shopping Centers Tick, 1961. Pp. vii and 121. $2.50.
P	47		Nonsense and Horse Sense About Discount Retailing, Volume 32, Number 9, September, 1961. 8 pp. Free.
P	52		How to Use Consumer Credit Wisely, 1962. 30 pp. $.30.
PB	53	Rath, Patricia Mink, Gerald R. Tapp, and Ralph Mason	Case Studies in Marketing and Distribution, 1965. Pp. xii and 179. $2.00.
P	63		Cash Registers -- Their Place in Modern Retail Security, 1962. 9 pp. Free.
P	63		Controlling Merchandise, 1958. 11 pp. Free.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification MERCHANDISING
P	63		Pointing the Way Toward Merchandising Today, 1961. 24 pp. Free.
P	63		The Race for the Customer's Dollar . . . is a 'Free-For-All'. 17 pp. Free.
P	63	Wilson, John M.	The 10 Commandments of Mass Retailing, 1956. 71 pp. Free.
B	80		"Are Your Textile Labels Legal?," Small Marketers Aids, No. 58. Prepared by Harvey H. Hannah, July, 1960. Free.
B	80		"Building Repeat Retail Business," Small Marketers Aids, No. 108. Prepared by Stuart G. Levy, Jr., December, 1964. 4 pp. Free.
B	80		"Customers: A Neglected Sales Force?," Small Marketers Aids, No. 83. Prepared by Richard C. Vreeland, September, 1962. 4 pp. Free.
B	80		"FTC and Guides Against Deceptive Pricing," Small Marketers Aids, No. 42. Prepared by Charles E. Grandey, April, 1959. 4 pp. Free.
B	80		"Methods for Improving Off-Season Sales," Small Marketers Aids, No. 32. Prepared by Robert D. Entenberg, April, 1958. 4 pp. Free.
B	80		"Offsetting the Higher Cost of Doing Business," Small Marketers Aids, No. 91. May, 1963. 4 pp. Free.
B	80		"Pleasing Your Boss, the Customer," Small Marketers Aids, No. 114. Prepared by Dwayne Laws, June, 1965. 4 pp. Free.
B	80		"Pricing Your Services for Profit," Small Marketers Aids, No. 89. Prepared by Alfred A. Cox, March, 1963. 4 pp. Free.

Type of Pub.*	Publisher	Author	Title
			Major Subject Classification MERCHANDISING
B	80		"Stimulating Impulse Buying for Increased Sales," Small Marketers Aids, No. 109. Prepared by John S. Wright, January, 1965. 4 pp. Free.
P	83		Some Frequently Asked Questions About S&H and the Trading Stamp Business, 1958. 24 pp. Free.
P	83		Trading Stamps and the Competitive Economy, 1957. 13 pp. Free.
TG	84		Wholesale Merchandising, 1960. Training Manual No. 105. Pp. iv and 159. Free.
P	90		Some Effects of the Growth of Planned and Controlled Shopping Centers on Small Retailers, 1960. 178 pp. $3.50.

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification PROGRAM DEVELOPMENT
B	20		A Model Instructional Materials File for Coordinators of Cooperative Occupational Education, 1965. 14 pp. Price not available.
B	80		"How Distributive Education Helps Small Business," Small Marketers Aids, No. 14. Prepared by John A. Beaumont, December, 1961. 4 pp. Free.
	82	Haines, Peter G. and Herbert H. Tedder	Distributive Education Training Guides, 1963. Pp. iii and 202. $2.80.
P	83		Publicity Handbook; A Guide for Publicity Chairmen, 1962. 24 pp. Free.
P	93		Now That I Am A Training Sponsor. 13 pp. $.25.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

Type of Pub.*	Publisher	Author	Title
			Major Subject Classification SALESMANSHIP
P	13	Seymour, Robert G.	The How of Successful Selling, 1960. 26 pp. $.50.
P	31		If You Could Only Be At Every Point of Sale. 12 pp. Free.
P	33	Gentile, Joseph	Some Do's and Don'ts of Selling As One Buyer Sees Them, 1955. 29 pp. Free.
P	56		A Blue Print for Telephone Selling - Planning Your Telephone Selling Approach. Free.
P	56		A Formula for Profit. 22 pp. Free.
P	56		Selling by Telephone. Free.
P	63		Better Retail Selling. 23 pp. Free.
P	63		How to Keep Customers Buying in a Self-Service Store. 24 pp. Free.
B	80		"Common Sale and Payment Terms," Small Marketers Aids, No. 59. 1960. 4 pp. Free.
B	80		"Easy-To-Make Flip Charts Provide Selling Tools," Management Aids for Small Manufacturers, No. 167. Prepared by Ralph E. Steere, September, 1964. 4 pp. Free.
B	80		"Make Selling Attractive to Salespeople," Small Marketers Aids, No. 100. Prepared by Gerald D. Grosner, March, 1964. 4 pp. Free.
TG	80		"Managing to Sell," Administrative Management Course Program, 1964. Pp. viii and 74. $1.50.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

Type of Pub. *	Publisher	Author	Title
			Major Subject Classification
			SALESMANSHIP
B	80		"Quality and Taste As Sales Appeals," Small Marketers Aids, No. 113. Prepared by Robert H. Myers, June, 1965. 4 pp. Free.
B	80		"Revitalize Personal Selling in Your Store," Small Marketers Aids, No. 103. Prepared by Karen R. Gillespie, May, 1964. 4 pp. Free.
B	80		"Turning Customer Complaints Into Profits," Small Marketers Aids, No. 12. Prepared by Gerald D. Grosner, May, 1956. 4 pp. Free.
B	80		"Understanding Why They Buy," Small Marketers Aids, No. 73. Prepared by Dr. Bertrand Klass, November, 1961. 4 pp. Free.
P	81		Hints on Selling by Telephone, (Form SCHL-12), 1960. 11 pp. Free.
B	81		"Human Relations in Selling," Sales Reminders, Nos. 31-40. 1955. 20 pp. $1.00.
B	81		"Lost Sales -- Their Causes and Remedies," Sales Reminders, Nos. 11-20. 1953. 20 pp. $1.00.
PM	81	Schiff, J. S.	Salesmanship Fundamentals, 1964. 310 pp., frames 609. $27.50.
B	81		Sales Reminders, Nos. 1-10. 20 pp. $1.00.
B	81		"So Your Customer Didn't Buy!," Sales Reminders, Nos. 21-30. 1954. 20 pp. $1.00.

Type of Pub.*	Publisher	Author	Title
			Major Subject Classification SUPERVISION AND HUMAN RELATIONS
P	9	Patterson, J. M.	What's Your Public Relations Quotient? 35 pp. Free.
B	13		"ABC of Supervision," University of Illinois Bulletin. 47 pp. $.50.
P	30		What a Supervisor Should Know About... Constructive Discipline, 1962. 23 pp. $.25.
P	30		What a Supervisor Should Know About...Customer Relations, 1962. 23 pp. $.25.
PB	77	Chapman, Elwood N.	Your Attitude is Showing, 1964. Pp. iii and 149. $2.50.
B	80		"Creative Thinking: A Commonsense Approach," Small Marketers Aids, No. 92. Prepared by Bruce Goodpasture, June, 1963. 4 pp. Free.
B	80		"Essential Personal Qualities for Small Store Managers," Small Marketers Aids, No. 46. Prepared by Dr. Jerome C. Beam, July, 1959. 4 pp. Free.
B	80		"Managing for Better Morale," Small Marketers Aids, No. 37. Prepared by Martin M. Bruce, December, 1958. 4 pp. Free.
TG	87		"Human Factors in Small Business," Administrative Management Course Program, Topic 10. Pp. iii and 82. $1.50.
TG	87		"Personnel Management," Administrative Management Course Program, Topic 6. Pp. iii and 87. $1.25.
PB	95		The Human Side of Store Supervision, 1958. 40 pp. $3.00.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

NAMES AND ADDRESSES OF PUBLISHERS

1. The Advertising Council, Inc.
   25 West 45th Street
   New York 19, New York

2. Advertising Federation of America
   655 Madison Avenue
   New York 21, New York

3. Pamphlet Division
   AFL - CIO Department of Publications
   815 - 16th Street N.W.
   Washington 6, D.C.

4. Allyn and Bacon, Inc.
   College Division
   Rockleigh, New Jersey

5. American Arbitration Association
   477 Madison Avenue
   New York 22, New York

6. The American Bankers Association
   12 East 36th Street
   New York 16, New York

7. American Can Company
   100 Park Avenue
   New York 17, New York

8. American Institute of Cooperation
   1616 H Street, N.W.
   Washington 6, D.C.

9. American Oil Company
   910 S. Michigan Avenue
   Chicago 80, Illinois

10. Appleton - Century - Crofts
    Division of Meridith Publishing Co.
    440 Park Avenue South
    New York, New York

11. Arizona DECA
    412 State Building
    Phoenix, Arizona

12. Billboard Publishing Company
    2160 Patterson
    Cincinnati 14, Ohio

13. Bureau of Business Management
    Commerce Annex
    University of Illinois
    Urbana, Illinois

14. Bureau of Business & Public Research
    University of Arizona
    Tucson, Arizona

15. Bureau of Business Research
    School of Business
    Indiana University
    Bloomington, Indiana

16. Bureau of Business Research
    University of Alabama
    P. O. Box KK
    University, Alabama

17. Bureau of Business Research
    University of Colorado
    Boulder, Colorado

18. The Bureau of Business Research
    College of Business Administration
    University of Oklahoma
    Norman, Oklahoma

19. Bureau of Economic & Business Research
    University of Utah
    Salt Lake City, Utah

20. Bureau of Educational Research Services
    College of Education
    Michigan State University
    East Lansing, Michigan

21. Bureau of Population & Economic Research
    University of Virginia
    Charlottesville, Virginia

22. Business Protective Association
    617 Southwest 31
    Oklahoma City, Oklahoma

23. Chamber of Commerce of the United States
    1615 H Street N.W.
    Washington 6, D.C.

24. Educational Service Department
    Cluett, Peabody and Company, Inc.
    530-5th Avenue
    New York 36, New York

25. College of Business Extension Service
Oklahoma State University
Stillwater, Oklahoma

26. Committee for Economic Development
711 Fifth Avenue
New York 22, New York

27. Committee for a National Trade Policy
1025 Connecticut Avenue N.W.
Washington 6, D.C.

28. The Council on Consumer Information
Colorado State College
Greeley, Colorado

29. Council on Opportunities in Selling, Inc.
630 Third Avenue
New York 17, New York

30. The Dartnell Press
4660 Ravenswood Avenue
Chicago 40, Illinois

31. Dennison Manufacturing Company
Informative Labeling Division
Framingham, Massachusetts

32. Department of Agricultural Economics
University of Delaware
Newark, Delaware

33. Dun and Bradstreet, Inc.
Business Publications Division
Box 803
Church Street Station
New York 8, New York

34. E. I. DuPont de Nemours & Company
Public Relations
Wilmington 98, Delaware

35. Fairchild Publications, Inc.
7 East 12th Street
New York 3, New York

36. Federal Reserve Bank
(nearest Federal Reserve Bank)

37. Research Department
Federal Reserve Bank of Chicago
P. O. Box 834
Chicago 90, Illinois

38. Federal Reserve Bank of New York
33 Liberty Street
New York 45, New York

39. Federal Reserve Bank of Philadelphia
Publications Division
Philadelphia, Pennsylvania 19101

40. Library, Research Department
Federal Reserve Bank of St. Louis
P. O. Box 442
St. Louis 66, Missouri

41. Federal Trade Commission
Washington 25, D.C.

42. Ford Motor Company
Educational Affairs Department
The American Road
Dearborn, Michigan

43. The Fund for the Republic, Inc.
133 East 54th Street
New York 22, New York

44. General Motors
Detroit 2, Michigan

45. The Glidden Company
Executive Offices
900 Union Commerce Building
Cleveland 14, Ohio

46. The Goodyear Tire & Rubber Co.
Sales and Office Personnel Dept.
1144 East Market Street
Akron 16, Ohio

47. Grey Advertising, Inc.
430 Park Avenue
New York 22, New York

48. Guide Publications
555 West 23d Street
New York, New York 10011

49. Holt, Rinehart and Winston, Inc.
383 Madison Avenue
New York, New York 10017

50. Household Finance Corporation
Prudential Plaza
Chicago 1, Illinois

51. Institute of Business & Economic Research
University of California
Berkeley 4, California

52. International Consumer Credit Assoc.
375 Jackson Avenue
St. Louis, Missouri 63130

53. The Interstate Printers & Publishers, Inc.
19-27 North Jackson Street
Danville, Illinois 61834

54. The Joint Council on Economic Education
2 West 46th Street
New York 36, New York

55. Kaiser Aluminum and Chemical Corp.
Kaiser Center
Oakland, California

56. Bell Telephone System
(local office)

57. The Macmillan Company
60 Fifth Avenue
New York, New York 10011

58. McGraw-Hill Book Company
330 West 42nd Street
New York, New York 10036

59. McKesson & Robbins
Division Manager
McKesson Division
(local office)

60. Merrill, Lynch, Pierce, Fenner and Smith
70 Pine Street
New York 5, New York

61. Minneapolis Grain Exchange
4th Street and 4th Avenue
Minneapolis, Minnesota

62. Education Dept. - National Association of Manufacturers
2 East 48th Street
New York 17, New York

63. Merchants Service
The National Cash Register Company
Dayton 9, Ohio

64. National Retail Credit Association
375 Jackson Avenue
St. Louis 5, Missouri

65. Youth Education Department
National Sales Executives, Inc.
630 Third Avenue
New York 17, New York

66. National Society of Sales Training Executives
410 South Michigan Avenue
Chicago, Illinois

67. Career Information Service
New York Life Insurance Company
Box 51, Madison Square Station
New York 10, New York

68. Distribution Center - New York State School of Industrial and Labor Relations
Cornell University
Ithaca, New York

69. Dr. Allen O. Felix, Manager
School and College Relations
New York Stock Exchange
New York, New York

70. A. C. Nielson Company
2101 West Howard Street
Chicago 45, Illinois

71. Personnel & Industrial Relations Association, Inc.
1010 South Flower Street
Los Angeles 15, California

72. Procter and Gamble Company
6th and Main
P. O. Box 599
Cincinnati, Ohio

73. Public Affairs Pamphlets
22 East 38th Street
New York 16, New York

74. Remington Office Machines
Division of Sperry Rand Corporation
(local office)

75. R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina

76. Sales & Marketing Executives-
International
630 Third Avenue
New York, New York 10017

77. Science Research Associates, Inc.
259 E. Erie Street
Chicago, Illinois 60611

78. Scott, Foresman and Company
433 E. Erie Street
Chicago, Illinois 60611

79. The Singer Manufacturing Company
149 Broadway
New York 6, New York

80. Small Business Administration
Washington 25, D.C.

81. SME - International
630 Third Avenue
New York, New York 10017

82. South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

83. The Sperry & Hutchinson Company
114 Fifth Avenue
New York 11, New York

84. Technical Aids Branch
Office of Industrial Resources
International Cooperation Adm.
Washington, D.C.
(Received through the Distributive Education Unit, Occupations Branch, Office of Education, Department of Health, Education and Welfare, Washington, D.C. 20202).

85. U. S. Department of Health, Education and Welfare
Office of Education
Bureau of Adult and Vocational Education
Division of Vocational and Technical Education
Washington, D.C. 20202

86. Wage and Hour Public Contract Div.
U. S. Department of Labor
(Local Regional Office)

87. Superintendent of Documents
U. S. Government Printing Office
Washington 25, D.C.

88. United Steelworkers of America
1500 Commonwealth Building
Pittsburgh 22, Pennsylvania

89. University of Arkansas
Industrial Research & Extension Center
Box 3017
Little Rock, Arkansas

90. University of Connecticut
Storrs, Connecticut

91. Business Manager
University of Idaho
Moscow, Idaho

92. University of Kentucky Press
University of Kentucky
Lexington, Kentucky

93. Book Store - Nicholson Hall
University of Minnesota
Minneapolis, Minnesota

94. University of Oregon Press
University of Oregon
Eugene, Oregon

95. Variety Store Merchandiser
Reader Service Division
419 Park Avenue South
New York 16, New York

96. Vroman's School Book Depository
367 S. Pasadena Avenue
Pasadena, California

97. Wadsworth Publishing Company, Inc.
10 Davis Drive
Belmont, California

98. John Wiley and Sons, Inc.
605 - 3rd Avenue
New York, New York 10016

99. Delmar Publishers, Inc.
Albany, New York 12205